

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Experimental "Ride-Along" Classification Change)
for Periodicals)

Docket No. MC2000-1

COX TARGET MEDIA, INC.
NOTICE OF INTERVENTION
(October 25, 1999)

Cox Target Media, Inc. hereby files its Notice of Intervention as a full participant in the above-captioned proceeding, pursuant to Rule 20 of the Rules of Practice, 39 CFR section 3001.20, and the Commission's Order No. 1264, issued herein September 30, 1999.

Cox Target Media is a substantial user of Standard (A) Mail, as well as other classes of mail, all of which may be affected by the Postal Service's request for an experimental classification change. Service of documents relating to this proceeding should be made on each of the following:

William J. Olson, Esquire
John S. Miles, Esquire
William J. Olson, P.C.
8180 Greensboro Drive, Suite 1070
McLean, VA 22102-3823
Fax: (703) 356-5085

Ms. Diane J. Elmer
Vice President, Delivery Logistics
Cox Target Media, Inc.
8605 Largo Lakes Drive
Largo, FL 33773
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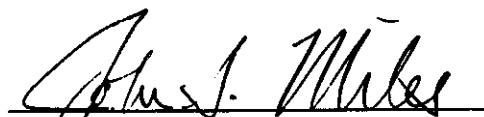
Cox Target Media is a major user of the United States Mail in terms of both quantity of items mailed and costs of postage, and may be significantly affected by the experimental classification proposal of the United States Postal Service.

At this stage of the proceedings, it is unknown whether the Postal Service's request for an experimental mail classification, as proposed, is in accordance with the Postal Reorganization Act. *See* 39 U.S.C. sections 3622 and 3623; 39 CFR sections 3001.67-67d.

Cox Target Media believes that the Postal Service's request presents certain issues that should be explored through discovery, and possibly through a hearing. There are issues, for example, concerning the projected diversion of mail from other classes and subclasses of mail that would result from the proposed experiment, and the revenue effect thereof, as well as the effects upon other users of the mails. Another issue concerns the postal policy implications of mixing classes of mail irrespective of content. It is not yet certain whether those issues, or others, involve genuine issues of material fact.

Cox Target Media does not request a hearing at this point, but believes that a hearing may be necessary. Cox Target Media intends to propound certain discovery herein and intends to participate in any hearing that may be held in this matter.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "John S. Miles", is written over a horizontal line.

William J. Olson

John S. Miles

WILLIAM J. OLSON, P.C.

8180 Greensboro Drive, Suite 1070

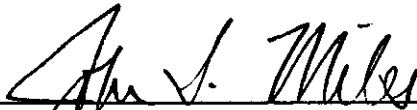
McLean, Virginia 22102-3823

(703) 356-5070

Counsel for Cox Target Media, Inc.

CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with Section 12 of the Rules of Practice.



John S. Miles

October 25, 1999